

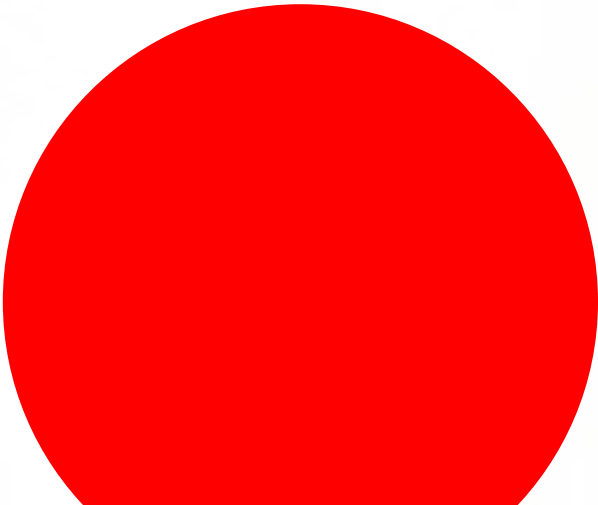
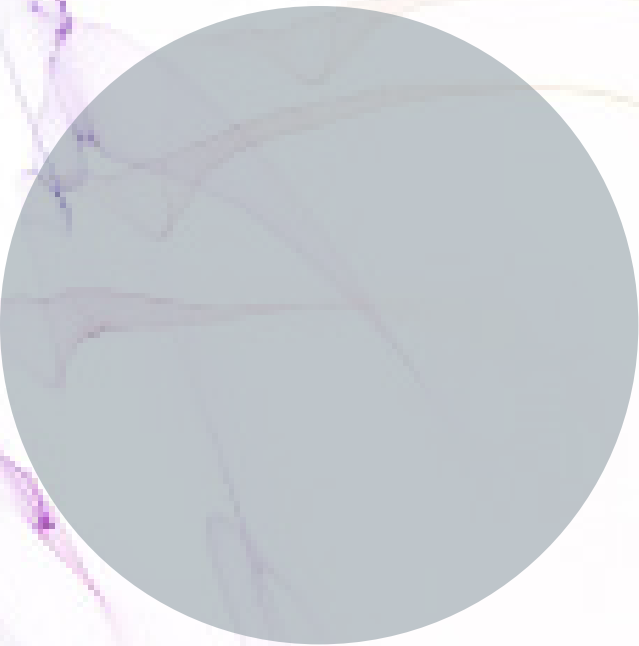


# **Dwayne Madsen Marketing Agency**

Brand Guide

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## Mission

At Dwayne Madsen Marketing Agency, our mission is to empower businesses with strategic and innovative marketing solutions that drive growth and foster lasting connections. We are committed to being a catalyst for success, providing our clients with unparalleled expertise and a personalized approach to meet their unique marketing challenges.

## Vision

Our vision is to be recognized as a leading force in the marketing industry, known for our creativity, integrity, and unwavering dedication to the success of our clients. We aspire to be the go-to partner for businesses seeking transformative marketing strategies that not only meet but exceed their objectives.

## Values

**Innovation:** We embrace creativity and continually seek innovative solutions to propel our clients ahead of the curve.

**Collaboration:** We believe in the power of collaboration, working closely with our clients to understand their goals and develop tailored strategies.

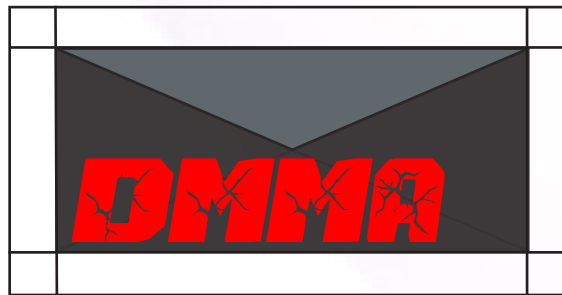
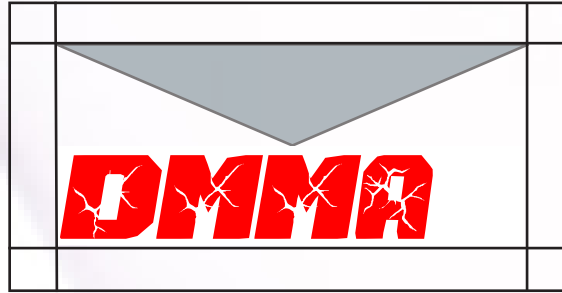
**Integrity:** Trust is the foundation of our relationships. We conduct business with transparency, honesty, and a commitment to ethical practices.

**Results-Driven:** We are relentless in our pursuit of results. Our success is measured by the success of our clients.

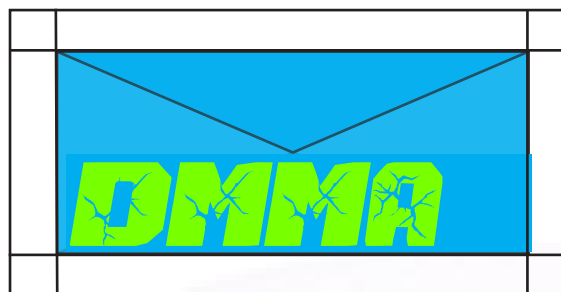
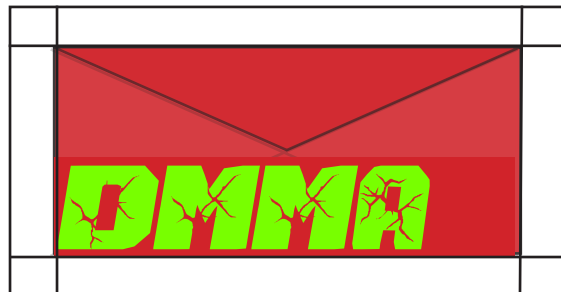
# Logo Usage

When it comes to the size of the DMMA logo, you are free to do as you see fit. However we have our colors and you are not to stray from them

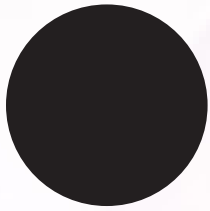
## Correct Usage



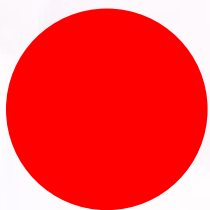
## Incorrect Usage



## Primary colors

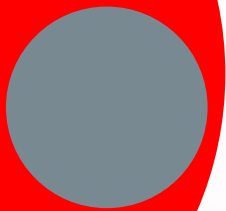


Black- #000000  
RGB- 0,0,0  
CMYK- 0,0,0,100

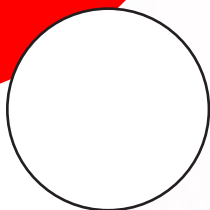


RED- #FF0000  
RGB- 255,0,0  
CMYK- 0,100,100,0

## Secondary Colors



GREY- #808080  
RGB- 128,128,128  
CMYK- 0,0,0,50



WHITE- FFFFFFFF  
RGB- 255,255,255  
CMYK- 0,0,0,0

## Color Pallete

Dwayne Madsen Marketing Agency thrives in a dynamic palette: black exudes sophistication, white signifies clarity, lime green sparks creativity, and grey conveys professionalism.

# Typography

“Employing the versatile and modern Myriad Pro Regular and Bold, our brand’s typography communicates a harmonious blend of sophistication and readability.”

## Myriad Pro - Regular

A a B b C c D d E e F f G g H h I i J j  
K k L l M m N n O o P p Q q R r S s  
T t U u V v W w X x Y y Z z

## Myriad Pro - Bold

A a B b C c D d E e F f G g H h I i J j  
K k L l M m N n O o P p Q q R r S s  
T t U u V v W w X x Y y Z z

# Image and Photography



Dwayne Madsen Marketing Agency's image and photography embody a seamless blend of authenticity and visual consistency. Capturing moments that resonate, each photograph reflects the agency's dynamic personality and commitment to excellence.

top-dynamic personality and commitment to excellence  
bottom-visual consistency



## Voice and Tone

In voice and tone, Dwayne Madsen Marketing Agency adopts a professional yet approachable demeanor. Communicating with clarity and confidence, the agency's voice exudes expertise and reliability. The tone strikes a balance, resonating with both innovation and authenticity, fostering connections and trust with our diverse audience.

## Design and Layout

Dwayne Madsen Marketing Agency's design and layout principles epitomize modernity and functionality. With a clean aesthetic and intuitive structures, our designs communicate professionalism and innovation. Consistency in branding elements ensures a visually cohesive experience, contributing to a memorable and engaging impression for our audience.





Dwayne MadsenMarketing Agency  
www.dmma.com  
1-778-539-8312



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top image- letterhead  
bottom left- envelope  
bottom right- buisness card

# Usage and Guidelines

Dwayne Madsen Marketing Agency's brand guide serves as a comprehensive resource outlining the principles and guidelines for consistent and effective brand representation. The guide covers various elements, including the appropriate use of the agency's logo with specifications for different contexts, a defined color palette with corresponding codes for both print and digital media, guidelines for typography to maintain a cohesive visual identity, and instructions for selecting imagery that aligns with the brand's tone. Additionally, it outlines preferred messaging styles for different communication channels, ensuring a unified voice across all platforms. The guide extends to practical applications, providing insights into the design of collateral such as business cards and letterheads. By offering clear dos and don'ts, the guide ensures that all brand representations align with the agency's mission and values. Regular updates and maintenance guidelines are included to adapt to evolving trends while preserving the integrity of the Dwayne Madsen Marketing Agency brand.